VLR Listed: 9/19/2024 NRHP Listed: 11/7/2024

OMB Control No. 1024-0018 expiration date 03/31/2026

**United States Department of the Interior**National Park Service

# **National Register of Historic Places Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

	1. Name of Property Historic name: Lynchburg Sta-Kleen Bakery		
Other names/site number: VDHR ID 118-5734			
Name of related multiple property listing:			
	N/A		
	(Enter "N/A" if property is not part of a multiple property listing		
2	2. Location Street & number 1218 Peels Avenue		
	Street & number: 1218 Park Avenue City or town: Lynchburg State: VA County: Independent City		
	Not For Publication: N/A Vicinity: N/A		
	3. State/Federal Agency Certification		
	As the designated authority under the National Historic Preservation Act, as amended,		
	I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.		
	In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:		
	national statewideX local Applicable National Register Criteria:		
	<u>X</u> A _B _C _D		
(	Julie Dangen 9/27/2024		
	Signature of certifying official/Title: Date		
<u>Virginia Department of Historic Resources</u> State or Federal agency/bureau or Tribal Government			
	Signature of commenting official: Date		
	Title: State or Federal agency/bureau or Tribal Government		

Lynchburg Sta-Kleen Bakery  Name of Property	City of Lynchburg, VA County and State	
4. National Park Service Certification		
I hereby certify that this property is:		
entered in the National Register		
determined eligible for the National Register		
determined not eligible for the National Register		
removed from the National Register		
other (explain:)		
Signature of the Keeper	Date of Action	
5. Classification		
Ownership of Property		
(Check as many boxes as apply.)		
Private: X		
Public – Local		
Public – State		
Public – Federal		
Category of Property		
(Check only <b>one</b> box.)		
Building(s)		
District		
Site		
Structure		
Object		

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Lynchburg Sta-Kleen Bakery	<u></u>	City of Lynchburg, VA
Name of Property	_	County and State
Number of Resources within Property		
(Do not include previously listed resour		
Contributing	Noncontributing 0	huildings
1		buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total
6. Function or Use Historic Functions (Enter categories from instructions.) COMMERCE: specialty store/bakery INDUSTRY: manufacturing facility	-	
Current Functions (Enter categories from instructions.) VACANT/NOT IN USE		

**Materials:** (enter categories from instructions.)

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O., C.

Lynchburg Sta-Kleen Bakery	City of Lynchburg, VA
Name of Property	County and State
7. Description	
Architectural Classification	
(Enter categories from instructions.)	
LATE 19 <sup>TH</sup> AND EARLY 20 <sup>TH</sup> CENTURY AMER	RICAN MOVEMENTS: Commercial
Style	<del></del>
<del>y</del>	

# **Narrative Description**

0. ...

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Principal exterior materials of the property: CONCRETE, BRICK, TERRA COTTA

# **Summary Paragraph**

The Lynchburg Sta-Kleen Bakery building is located at 1218 Park Avenue in the College Hill Neighborhood of Lynchburg. The building is a large, rambling warehouse that was built in several phases beginning with the earliest block in 1913 and continuing throughout the 1920s-1940s. The building is primarily utilitarian in design and reflects a Commercial Vernacular style with only modest embellishment. Although vacant for a number of years, the building remains in fair condition with many historic materials and features intact. The structure is generally two-stories in height over a partial basement. Subsequent additions to the rear of the building, which is downhill from the front at street-level, incorporate two additional lower levels. The overall building has a masonry structural system, with different phases of construction reflected through a variety of materials including brick, concrete, and clay tile. The exterior likewise varies between parged or stuccoed finishes and exposed structural materials. Each section of the building is topped by a flat roof set behind an outer parapet. The roofline is accentuated by several raised parapet walls which were originally painted with the label "Sta-Kleen Bakery, Inc." and while now blank, still reveal the embossed frame around the former text. Several brick chimney flues and an elevator penthouse also rise above the roofline.

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# **Narrative Description**

## Setting

The Lynchburg Sta-Kleen building is located at 1218 Park Avenue in Lynchburg, Virginia. It is within the College Hill Neighborhood of Lynchburg that is primarily residential, although Park Avenue is lined by a variety of commercial properties including the Sta-Kleen building. The building occupies an oversized lot on the east side of the road, bound generally by Park Avenue to the west, 7<sup>th</sup> Avenue to the north, Taylor Street to the east, and Wise Street to the south. A single residential lot and home are set within a clipped corner to the northeast of the building/property at the intersection of 7th and Taylor streets, and other residential lots and homes occupy the rest of the block to the south of the building. The property slopes down to the east so that the primary level is at street-grade along Park Avenue and Wise Street, but two lower levels are at-grade along 7<sup>th</sup> Street and Taylor Street. The building is set generally adjacent to the sidewalk along the front and north side with no yard or setback. There is a narrow, paved strip that functions as a driveway/parking along the rear, lower level of the building facing Taylor Street. The south side of the building is bordered by single-family homes and their respective grassy and vegetated yards. There are no outbuildings or other associated structures on the Sta-Kleen property.

#### Exterior

The original block of the building is situated at the intersection of Park and 7<sup>th</sup> Street. The building fronted Park Avenue at that time and was eight bays wide along the front and extended six bays deep along 7<sup>th</sup> Street. An offset storefront entrance was situated in the outer right bay along the front, and the roof was accented by a central raised parapet. An early addition was appended to the south side of the building and extended the length of road frontage along Park Avenue to Wise Street. That addition replicated the basic character and massing of the original block and added a second raised parapet at the south corner. This block also included an additional entryway or storefront along Park Avenue and one around the corner on Wise Street. Additional expansions to the building occurred in the 1920s, 40s, and early 1950s. These consisted of a large garage block to the side of the building along Wise Street, as well as several additional blocks to the rear of the building along 7<sup>th</sup> Street and another garage block fronting Taylor Street to the rear. In general, these additions maintained the massing and character of the original building, but were differentiated by breaks in the exterior masonry, slight differences in window sizes and patterning, and parapet coping.

At present, the building generally reflects the overall size and character of the building by the time it reached its current configuration in the 1950s. As a rambling warehouse, there are multiple doorways and entries into the various blocks of the building. However, what would be considered the primary, "front" entrance is situated within a storefront bay facing Wise Street on what was an early addition to the building. This block is two-stories and of concrete block construction with stucco covering. The block is at-grade adjacent to the sidewalk that wraps around the corner to

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Park Avenue and is flanked by a one-story garage addition facing Wise Street from the 1940s. The entry has been non-historically modified and currently consists of a set of anodized aluminum doors with single glass panels set within a partially infilled opening. Stenciled above the doorway in paint is the word "RECEIVING." Set beside the door, in the bay between it and the corner of the building, is a partially infilled window opening with a wood sill and fixed wood sash window. The upper portion of the opening is infilled with painted brick. The second story of this block is divided into three bays, each with a window opening that retains a wood sill but is covered with plywood. The parapet along this wall is stepped down from the corner and is capped with metal coping. To the east side of this block, also facing Wise Street, is a tall, one-story garage block believed to have been added in the 1940s based upon construction materials and techniques. Facing Wise Street are two garage bays, as well as an infilled window opening. The window bay is set nearest to the doorway on the adjacent block and is revealed with a cast concrete sill, but it is otherwise completely infilled with painted brick. The inner garage bay is the smaller of the two and is inset with plywood infill. The outer bay is slightly wider and taller and remains functional with a modern roll-up style metal door. The roof above this block is behind a flat parapet that is slightly lower than that over the adjacent two-story block, and therefore reveals a section of unpainted brick wall that was historically the exterior side of the two-story block.

The portion of the building facing Park Avenue is comprised of two phases of construction: the original block at the corner with 7<sup>th</sup> Street and the early addition that extended the building to the corner with Wise, where the current primary entrance is set. The two blocks tie together with a uniform appearance that is delineated only by a visible line in the stucco covering and parapet coping at the joint, as well as a slight variation in the bay spacing and window opening sizes. The entire elevation abuts the sidewalk; the first floor is generally at-grade with the exception of the two bays closest to the corner at 7th Street, where the grade slopes slightly down revealing two small basement windows. At present, there is one secondary entrance on this elevation, situated in the central bay of the addition. The entry consists of a pedestrian-width, partially glazed wood frame door within what was historically a wider storefront, as evidenced by brick infill to both sides of the door. What was the formal entrance into the original block of the building is situated centrally on the current elevation, in the southernmost bay of the original block. This entry has been completely infilled with painted brick, but the double-bay storefront outline remains evident. All other first floor window openings on both blocks of this elevation have been infilled with brick but remain evident through the differentiation of materials and the extant concrete sills of those on the original block. The second-floor windows of the original block remain open with multi-light casement windows; however, the openings have been modified slightly as evidenced by concrete infill beneath the window sills. Meanwhile, all the second-floor window openings on the addition have been enclosed with plywood, but the wood sills remain. The entire elevation has a consistent parapet that features a slightly stepped-up section over the central four bays on the original block, as well as a similarly stepped section over the outer two bays at the corner of the addition. The stepped portion of parapet over the central bays on the original block incorporates a slightly projecting concrete band that creates a blank panel that was historically painted with "STA-KLEEN BAKERY."

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The north elevation of the building is comprised of the original block and an addition built in the 1940s. The grade slopes downhill to the east along this elevation so that the basement below the two stories of the original block is exposed at sidewalk grade, with the lower level of the addition at the same level as the basement. The overall massing and composition of both blocks are generally uniform; however, the blocks are delineated by the difference in height and differing window sizes on the addition. There are two at-grade doorways into the building on this elevation, including a set of wood paneled doors into the easternmost bay of the basement level of the original block, as well as a set of metal doors leading into the lower level of the addition in the central bay. Additional entrances on this elevation are provided by a set of glazed, wood panel doors into the upper level of the addition just above the at-grade doorway, as well as a freight elevator door in the second bay of the first floor of the original block. The upper-level doors of the addition are currently floating a story above sidewalk grade, and it is unclear whether there was a balcony or stairwell that historically served these doors. The elevator opening is currently infilled with plywood. Many of the window openings on this elevation remain intact with metal casement windows set on concrete sills. The openings on the original block have been reduced in size as evidenced by concrete infill beneath the sills, while the openings on the downhill addition appear to remain as initially built. Several openings on both blocks have been infilled with brick, including the basement windows and two first floor windows flanking the elevator bay on the original block, and all lower-level windows on the downhill addition. The roof of both blocks is set behind a flat parapet, although the parapet of the original block is integrated into a brick elevator penthouse that rises above the roof, as well as a brick wall chimney between the second and third bays from the eastern wall of the block. The roofline has also been raised over part of the original block, with a third floor added between the eastern wall of the block and the elevator penthouse, incorporating the chimney.

The eastern, downhill elevation of the building facing Taylor Street is the most complex due to the multiple blocks and additions that have been appended to what is functionally the "rear" of the building. At street-grade along Taylor Street is a one-story garage block that was appended in 1951. This block is approximately two levels below the basement of the original block and stretches only a partial length of the building facing Park Avenue above, leaving two residential lots with single-family homes set in the corner of building at the intersection of 7th Street and Taylor Street. The block is built of exposed but painted concrete block and the elevation features two garage bays separated by an industrial style window, with similar windows flanking each side of the bays. A pedestrian doorway occupies the southernmost bay. This entry holds a blank metal door, while the two garage bays each hold roll-up metal doors. Two of the windows have been sealed with metal security grates while the window set between the garage bay and pedestrian door has been enclosed with plywood. The flat roof is set behind a parapet topped with terra cotta coping. Set uphill and behind the street-level garage block and spanning the full-width of the east elevation are portions of three blocks both added to the rear of the building at different times, including the 1940s block appended to the east of the original block facing 7<sup>th</sup> Street, a slightly taller block appended to that, and a 1951 addition to the rear of the 1920s addition to the south of the original block facing Park Avenue and Wise Street. These blocks also differ in height but are otherwise generally uniform in form and character. All are covered with stucco and topped by flat

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roofs behind parapets. The east elevation of the 1940s block is two stories in height with a doorway at ground level leading out to a concrete pad within an otherwise open lot uphill from the adjacent single-family dwelling. There are several windows spaced along the lower level as well as the upper level, all of which remain open with metal casement windows set on concrete sills. Abutting this is what was likely a slightly later 1940s addition that is also two-stories, although the roofline is slightly taller than that of the block oriented towards the street. The east wall of this block is also pierced by an industrial window on the lower level and two on the rear. On the opposite side of this central block is a large, 1951 addition, which projects slightly further east, and extends the full width of the east elevation above the lower garage block. It too is two stories in height although slightly shorter than the central 1940s addition so that its roofline aligns with that over the garage block facing Wise Street. The east wall of the 1951 block is pierced by a series of industrial casement windows on both levels, and projecting centrally from the wall is an enclosed stairwell that provides access into the rear garage that is set below all levels of the main building complex. The parapet above the upper-level windows on this block is painted in large letters with "Home of *Sunbeam* Breads & Cakes."

The south elevation of the building is mostly obscured from view due to the private properties with homes and vegetation that abut this side of the building. As such, there is less fenestration on this wall, and the structural materials have not been stuccoed or painted. The south wall is comprised of portions of four blocks of development. At the west is the side of the 1920s garage block that faces Wise Street. This block has exposed brick walls laid in a 5:1 American Bond topped by a flat parapet with terra cotta coping and no fenestration. Beyond this is a 1940s extension of the garage block. This has exposed and unpainted concrete block walls with a parapet capped with terra cotta coping just below that of the earlier portion of the garage. This section of wall is also pierced by a series of small casement windows set on concrete sills. Beyond the 1940s block is the side of the large 1951 addition to the building. The south wall of this block is also unpainted concrete block and aligns with the roofline of the 1940s addition, although it has a lower level below that of the garage area due to the downhill slope. Both levels of the building are pierced by metal casement windows set on concrete sills. At the far eastern end of the south elevation of the building is the side of the lower garage block facing Taylor Street. The concrete block wall is painted and pierced by a series of industrial windows on concrete sills and topped with a flat parapet and terra cotta coping.

#### Interior

Overall, the interior of the building reflects its industrial use and multiple phases of development and expansion. When initially constructed in 1913, all the activities associated with its function as a commercial bakery took place within the original block. However, as the business grew, the building was enlarged on several occasions, and the interior spaces became more functionally specialized. By the 1950s, when the building reached its current size, each block of the building served a particular function in the baking process and had materials and finishes specific to that function. Despite the transition to a wholesale tire sales operation following the closure of the bakery in 1978, relatively little modification was made to the interior of the building.

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The interior is divided into multiple levels of floorspace that do not all align due to the downhill slope of the property from the original front along Park Avenue to the later rear additions along Taylor Street. The original block is a primarily two-story space. However, a portion of it rests above a partial basement where mechanical equipment was housed. Because the elevation slopes downhill along the side of the building facing 7<sup>th</sup> Street, there is a door to the basement level from the sidewalk on that side. The first addition to the building from the 1920s, which also faces Park Avenue, is likewise two-stories on the exterior and aligns with the levels of the original block. Most of the interior of this addition is undivided and extends the full-height of the space. The exception is a second-floor office area along the front wall of the block. The 1940s garage block that abuts the 1920s addition is also just a single story in height. The 1940s block that is appended to the rear of the building along 7<sup>th</sup> Street is also two-stories. However, with the downhill slope, the first floor or lower level of this section aligns with the basement of the original block, and the second or upper floor aligns with the first floor of the original block. Several other additions to the rear of the building from the 1950s are also all two-stories and align with the two stories of the 1940s addition. The last addition to the rear of the building, consisting of a garage block set along Taylor Street, is a single level with tall ceilings.

Most of the interior rooms and spaces are large and undivided except for structural supports, including a variety of posts and columns. The structural system of the building, including the interior posts and exterior walls, is generally exposed and modestly finished. Connectivity between levels is provided by a combination of stairwells, ladders, and freight elevators. The vast majority of the interior is utilitarian and prioritizes the functions needed to operate as a commercial bakery, including materials storage, refrigeration, mixing, baking, packing, and shipping. Smaller areas were reserved for office and administration space.

The floors throughout the interior are a mix of wood plank and poured concrete. In some cases, they are laid out in patterns that likely coincide with the layout of walkways and machine areas. Some floors in specific areas are covered with ceramic tile, which likely also coincided with areas where sanitation was more important in the baking process. Integral floor drains are also scattered throughout the concrete and tiled portions of the interior. The structural posts and exposed framing throughout the building also vary in material; the original block has heavy timber posts with chamfered corners supporting timber beams, while later blocks have steel posts and beams, or in some cases brick posts with steel beams. Likewise, the ceiling structure and materials differ by age, with earlier blocks having wood joists, often with scissor bracing, supporting wood plank decking or flooring above. Meanwhile, later additions have steel truss ceiling/roof framing supporting poured concrete floors and decking. In the original block, the exterior masonry walls are clad with stucco, while in the later blocks the masonry walls tend to be exposed, revealing a mix of brick, concrete, and structural clay tile. Interior walls likewise tend to be exposed structural masonry, although some smaller subdivided rooms and spaces have wood framed walls covered with horizontal board or beadboard. The second-floor office area within the 1920s addition has more finished spaces, including plastered walls and ceilings with molded wood trimmed windows and doors. Window and door openings throughout the rest of interior are unornamented openings with concrete sills and lintels.

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Due to the multiple phases of building construction, there are a number of windows that were previously on exterior walls that are now exposed throughout the interior of the building. In general, these windows remain in place and intact. A number of other windows on the current exterior of the building that have been bricked or blocked in from the outside also remain in place with frames and glass intact and exposed in the interior. There are a number of skylights throughout the building to provide better light in larger interior spaces. Located centrally within the interior of the building, between the original block and several later additions, is what appears to have been an open courtyard or plaza before being covered with a roof. This space is open the full two stories in height and flanked by what were once exterior walls, as evidenced by second floor windows. However, the space has since been covered with a shed roof and integrated within the interior.

While most of the interior spaces are connected with large openings that were presumably cut through the walls as additions were added, there are a variety of doors throughout the building to enclose or seal off spaces. These tend to be heavy, metal doors suspended from sliding tracks, although there are some wood paneled doors in the office areas at the front of the original block, as well as in a bathroom and employee break room on the second floor of the original block.

As a commercial bakery, the interior features a wide variety of plumbing, electrical conduit, lighting, and other mechanical equipment and fixtures. Much of these likely dates to later periods of development and upgrade, although some may be older, if not original. Lighting appears to be almost entirely recent and consists primarily of fluorescent tube fixtures suspended from the ceiling joists. A fire suppression system that may date from the mid-twentieth century is also suspended from the ceiling joists. A complex system of plumbing and electric conduit is spread throughout the building, affixed to the walls and ceiling. Heating is provided by wall-mounted propane heaters connected to gas lines that run throughout the building. The freight elevator built into the outer wall of the original block is not original, but it is known to have been in place since the 1950s. It remains largely intact, although its functionality is unknown. A second freight elevator located centrally within the building is believed to be a non-historic addition.

#### Integrity

Overall, the exterior of the building continues to reflect the form, massing, and materials of its respective building phases and retains its character and a moderate degree of integrity from the period of significance. All exterior cladding, including stucco where applied and parapet coping, appears to be original. With regards to fenestration, one of the entrances on the side of the original block of the building is a set of wood double doors that appear to be original, while another set of wood doors situated above street level on an early addition facing 7<sup>th</sup> Street may also be original. The other doors around the building generally appear to be later replacements. Most of the windows around the building appear to date from the mid-twentieth century and are therefore original to some blocks of the building but replacements for earlier blocks. However, all date to the period of significance. The windows are generally industrial-style steel casement type

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windows. As a result of the window replacement on earlier blocks, the openings were partially infilled, but the original apertures are still discernable through contrasting infill material and retention of original sills. While a number of windows around the building have been completely infilled with masonry, inspection from the interior revealed that many of the enclosed windows remain intact and in place.

Similarly, the interior of the building also retains a variety of historic materials and features that contribute to its integrity. Throughout the building, a variety of other original and historic features and materials remain as well, including a freight elevator, a walk-in cold storage room, insulated sliding-track doors, and an employee break room with bathrooms and showers. Coupled with a relatively intact layout, the interior of the building continues to convey the industrial functionality of the building and reflect its historic character.

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8. Statement of Significance			
Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qua listing.)	lifying the property for National Register		
A. Property is associated with events that h broad patterns of our history.	ave made a significant contribution to the		
B. Property is associated with the lives of p	persons significant in our past.		
C. Property embodies the distinctive characteristic construction or represents the work of a or represents a significant and distinguish individual distinction.	master, or possesses high artistic values,		
D. Property has yielded, or is likely to yield history.	d, information important in prehistory or		
Criteria Considerations (Mark "x" in all the boxes that apply.)			
A. Owned by a religious institution or used	for religious purposes		
B. Removed from its original location			
C. A birthplace or grave			
D. A cemetery			
E. A reconstructed building, object, or stru	cture		
F. A commemorative property			
G. Less than 50 years old or achieving sign	ificance within the past 50 years		

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Areas of Significance	
(Enter categories from instructions.)	
COMMERCE	
INDUSTRY	
Period of Significance	
1913 – ca. 1960	
Significant Dates	
1938	
Significant Person	
(Complete only if Criterion B is marked above.)	
N/A	
Cultural Affiliation	
N/A	
Architect/Builder	
Unknown	

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Sta-Kleen Bakery at 1218 Park Avenue in Lynchburg, Virginia, is locally significant under Criterion A for its association with Commerce and Industry in Lynchburg and its part in the nationwide transition of local companies into large-scale regional and national organizations. Sta-Kleen Bakery began in 1913 and quickly grew to be a successful local business that would soon sell its products throughout Virginia, West Virginia, and North Carolina. Throughout its use of 1218 Park Avenue, which continued until 1978, Sta-Kleen Bakery made multiple additions to the plant and upgraded its processes and machinery thereby continuing its operation as a modern and sanitary business. After winning multiple awards from the Quality Bakers of America, Sta-Kleen was invited to join the cooperative in 1938. In addition to providing assistance and institutional knowledge in the various aspects of the baking business, Quality Bakers also promoted its popular brand, Sunbeam Bread, through Sta-Kleen. As such, Sta-Kleen became the local producer of the nationwide brand. The period of significance for the Lynchburg Sta-Kleen Bakery extends from 1913 to circa 1960, beginning with the date of original construction and encompassing all extant additions to the building.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

#### Historical Background

While commercial bakeries were in the United States as early as 1640, it was not until around the turn of the twentieth century that they became more common. The industrial revolution brought about the development of new machines which catapulted baking into an industry. Additionally, in the 1880s many commercial millers began removing bran, germ, and oil from flour. These nutritional components also provided breads much of the taste. To make up for the loss of flavor, an increased amount of sugar was used. Overtime bread became softer, sweeter, moister, and whiter and whole wheat bread was considered coarse and common.

As the nineteenth century neared its end, with an increase in urbanization and real income, there was a decline in home baking.<sup>4</sup> With the industrialization of bread in the late nineteenth century, its production shifted from the home to the factory, usually located within urban areas. This industrialization changed the view of homemade bread, which was now seen, thanks to the media, as unsanitary and unsafe.<sup>5</sup> As a result, by 1913, industrially manufactured bread accounted for 15 percent of bread consumed in the United States; by the end of World War I, it accounted for 35 percent.<sup>6</sup> Lynchburg was one such urban location which housed bakeries for wider distribution. Sta-Kleen Bakery was the creation of T.L Cobbs and William H. Adams.

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Tilghman Letcher Cobbs and William H. Adams, both of Lynchburg, established the grocery store, Adams & Cobbs Sta-Kleen Store, in 1906 at 618 Main Street, Lynchburg. Sta-Kleen store quickly became a popular local grocery store and, on January 10, 1913, the pair grew their endeavor and began the Sta-Kleen Bakery. The location chosen for the new business was outside of Lynchburg's central business district in the largely residential College Hill neighborhood, so named for Lynchburg College which was erected in 1856. The neighborhood was home to middle-and working-class residents.

The company purchased its first parcel at 7<sup>th</sup> Street and Park Avenue.<sup>10</sup> Sta-Kleen Bakery opened at 1218-1222 Park Avenue with William H. Adams as its president, T.L. Cobbs as its vice president, R.H. Stephens as its secretary/treasurer, and A. Reinhardt as its general manager.<sup>11</sup> By the end of 1913, local newspapers advertised Sta-Kleen Bakery products: breads, pies, cakes, lady fingers, macaroons, cream puffs, eclairs, ginger bread, jelly rolls, pound cakes, and layer cakes.<sup>12</sup> The company had eight employees and three delivery wagons.<sup>13</sup> The year after Sta-Kleen Bakery was built, there were six bakeries listed in the city directory.<sup>14</sup> In addition to Sta-Kleen Bakery, four of the listed bakeries were individuals and one was Lynchburg Steam Bakery, Inc.<sup>15</sup>

The success of the bakery was quick and was followed by enlargements of the plant and several land purchases of its surrounding parcels. <sup>16</sup> Unfortunately, the first of numerous fires also occurred in that year. While the machinery remained intact, the bakery was gutted and work was started to triple the size of the original building. Smoot and Sheehan was contracted to restore the damage from the fire and enlarge the plant. <sup>17</sup> The modern fire walls that would be installed would prevent the spread of flames and contain damage. <sup>18</sup> The enlarged building was depicted in a 1915 photograph of a parade for the installation of the John Warwick Daniel monument that year (Figure 1). <sup>19</sup> The topography along 7<sup>th</sup> Street is seen in a 1915 photograph of the building (Figure 2). By 1947, the plant had been enlarged four times and was awaiting additional changes. <sup>20</sup>

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# Lynchburg Sta-Kleen Bakery

Name of Property

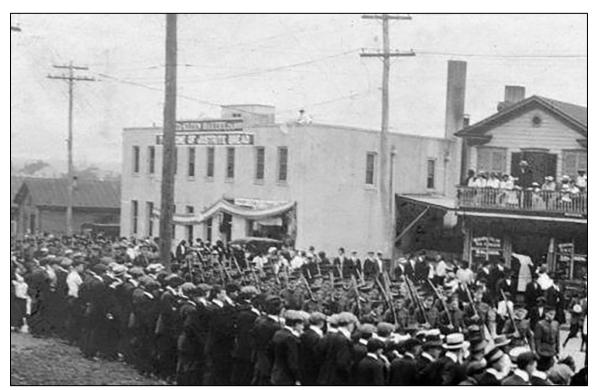


Figure 1: Detail of Park Avenue and Wise Street depicting the Sta-Kleen Bakery behind the parade. Source: Lynchburg Photos



Figure 2: Sta-Kleen Bakery in 1915. Source: Jones Memorial Library

Despite the hardships brought on by World War I, the Great Depression, and World War II, Sta-Kleen Bakery not only persevered but grew, just as Americans collectively were consuming more bread. Near the beginning of America's involvement in World War II, the National Research Council asked the milling industry to add eight nutrients to the flour to prevent malnutrition during and after the war. Despite simply adding a synthetic form of things that had been removed during the refining process, bread companies were now able to market their product as healthier, and consumption of industrially manufactured bread rose from 25 percent of overall bread consumed in the United States in 1939 to 40 percent by 1944.<sup>21</sup>

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In 1944, Sta-Kleen Bakery merged with Dainty Maid Bakeries, Inc. of Danville, Virginia; the Danville plant would come under the name of Sta-Kleen.<sup>22</sup> This marked Sta-Kleen's expansion into the Danville trade area. This would be followed in 1947 by the acquisition of the Valley Bakery in Waynesboro.<sup>23</sup> By that year, Sta-Kleen Bakery on Park Avenue had grown to house 50,000 square feet of floor space and employ 125 people.<sup>24</sup> A 1951 Sanborn map depicts the bakery in Lynchburg with its various episodes of enlargement (Figure 3).

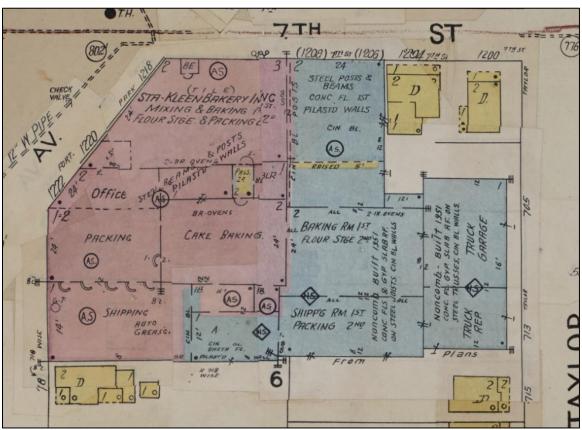


Figure 3: Detail of a 1951 Sanborn Map depicting the Sta-Kleen Bakery. Source: Library of Congress

Unlike many independent wholesale bakeries, Sta-Kleen Bakery was not a family business and it became a public corporation in 1940 – "the vast majority of its stockholders are Virginians, representing a true cross-section of Virginia's commerce, its industry and, generally, its investing public."<sup>25</sup> In 1947, a company executive stated that, "The company from its start gave the public the best product possible, using the best materials obtainable together with dependable service."<sup>26</sup> Sta-Kleen Bakery won awards of merit for purity, taste, and fine quality from the Quality Bakers of America (QBA). With these awards, the company gained national renown. While Justrite Bread was its most famous product, others included family and picnic sliced wheat bread, large restaurant loaves, hot dog rolls, hamburger rolls, salt rising breads, Justrite parkerhouse and pan rolls, cinnamon buns and other varieties, cakes, and pies.<sup>27</sup>

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Perhaps because of this success, Sta-Kleen Bakery was invited to join the Quality Bakers of America Cooperative, Inc. The QBA was "an organization of leading wholesale bread bakers cooperating in the interest of better bread and better bread merchandising" as well as broadening the audience for its Sunbeam bread brand. Membership was by invitation only and was limited to one quality baker in a community. The Lynchburg Sta-Kleen Bakery became a member company in 1938. <sup>29</sup> As a member, the company's success continued.

Flowers Industries Inc., of Thomasville, Georgia – another member of the QBA – purchased Sta-Kleen Bakery, Inc. in 1975, which included its bakeries in Lynchburg and Danville.<sup>30</sup> Three years later, in 1978, Flowers relocated its Lynchburg operations to a larger warehouse facility in the Rivermont area of the city. At that time, the Sta-Kleen Bakery property on Park Avenue was sold to an investment company and within a few years was acquired by the local Harris Tire Company. Harris Tire ran a wholesale tire sales and distribution operation from the facility until 2000. Under their ownership, relatively few changes were made to the building. In 2000, it was sold to a real estate investment company and has remained generally vacant or used for basic storage in the years since. As such, the building continues to retain a high degree of historical integrity from its years as the Sta-Kleen Bakery and period of significance operating as a bakery.

# Criterion A: Industry and Commerce

Lynchburg had been an industrial city since its first mill was established in 1786. In due time, the city's economy became based on tobacco. However, even as the tobacco industry began to wane after the Civil War, grist milling continued to be an important enterprise. The post-war period was one of rapid industrial expansion in Lynchburg, and with this expansion came another burst of commercial activity. As transportation improved and rail transportation declined, many industries and companies moved farther away from the crowded waterfront and Lower Basin area of the city.<sup>31</sup>

Owners of the Sta-Kleen enterprise, T.L. Cobbs and William H. Adams, followed suit. Though the 1906 Sta-Kleen Store was downtown, the pair chose a major thoroughfare in the largely residential neighborhood of College Hill for their bakery. This would potentially ensure a nearby employee base, ease of access to the facility as a pedestrian and via the streetcar along Park Avenue, and flexibility in deliveries by using automobiles rather than rail.

Sta-Kleen Bakery became known for their products Holsum Bread and Justrite Bread and Cakes throughout the Commonwealth, in the eastern part of West Virginia and the northern part of North Carolina. As the company's popularity increased, it was noted in 1934 as "one of the best in the state" and that it was "located in a fine, modern building and represents a large investment, both in material equipment and in good-will established over a period of years."<sup>32</sup>

The company's good work led to it receiving a high quality award in a "Better Bread Contest" put forth by the Quality Bakers of America cooperative in 1935.<sup>33</sup> This would be followed by multiple awards. The QBA provided a platform for non-competitive bakers to discuss all matters that

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pertain to better standards, whether it be in the materials, selling methods, or general baking practices.<sup>34</sup> Members of the cooperative had to be invited to join, and Sta-Kleen Bakery became a member company 1938.<sup>35</sup>

Like other members of the QBA, Sta-Kleen Bakery began making and promoting Sunbeam Bread. In Sta-Kleen's case, Sunbeam replaced its Justrite brand. Sunbeam Bread and Sta-Kleen Bakery began advertising together in 1949 – "To celebrate all our new improvements, the blue-and-white Sunbeam wrapper now replaces this old, familiar package [Justrite Bread]." <sup>36</sup>

The Sunbeam brand began in Philadelphia, Pennsylvania in 1942 and was owned by the QBA. After World War II, additional bakeries across the nation were franchised to bake the bread. As the industry's largest cooperative, QBA expanded significantly in 1959. By that year, there were approximately 14 member plants. However, in 1959, there were 90 to 100 orders for the conversion of bakeries to produce batter whipped Sunbeam Bread. Sta-Kleen Bakery in Lynchburg installed the equipment necessary for the new batter whipped bread-making process. This was a fully automated process that was declared the "baking industry's most recent production achievement" that was "virtually revolutionizing the most modern of bread-making equipment." It appears that Sta-Kleen Bakery was the first in Virginia to convert to the new bread-making process in 1959.

With the new process, "premium flour" was transported to the facility and "blown through polished aluminum tubes" into special bins where the flour was sifted. The dough was mixed and divided into pans. After rising in the proofing rooms, it was conveyed by moving belts at a controlled speed through the ovens until they were perfectly baked. The loaves were conveyed by belt to the cooling room and at the appropriate time they were sealed. All steps of the process were done electronically so that the ingredients and resulting bread were never touched by hand, increasing the sanitation of the process; a point which would be advertised. In 1962, Sta-Kleen's Lynchburg bakery was described as "modern and up-to-date in every particular and sanitary throughout."

Even prior to its adoption of the new bread process, Sta-Kleen Bakery was highlighted in a newspaper series of articles on the "industries which have made Lynchburg one of the nation's leading homes of diversified manufacturing interests" which were published so that citizens "may take pride in their well-lived home town and work towards its growth and progress." From its humble beginning, by the mid-twentieth century bread made its way "to thousands of Virginia homes" from Lynchburg's Sta-Kleen Bakery which "has won nation-wide recognition for its products."

<sup>&</sup>lt;sup>1</sup> Teresita V. Cruz, Gloria C. Vicente, and Leonora D. Basbas, *Learning and Living in the 21st Century*, (Quezon City: REX Printing Company, Inc., 2007), 38.

<sup>&</sup>lt;sup>2</sup> "Commercial Baking in America: From Its Roots to the Current Picture!," *Maverik Oils*. Accessed 16 February 2024, <a href="https://maverikoils.com/commercial-baking-in-america-from-its-roots-to-the-current-picture/">https://maverikoils.com/commercial-baking-in-america-from-its-roots-to-the-current-picture/</a>.

<sup>&</sup>lt;sup>3</sup> Andrew F. Smith, *Food and Drink in American History: A "Full Course" Encyclopedia*, Vol. 3. (Santa Barbara, CA: ABC-CLIO, LLC, 2013), 103.

<sup>&</sup>lt;sup>4</sup> Smith, Food and Drink in American History, 102.

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<sup>5</sup> Amanda Benson, "The Rise and Fall of Bread in America," Thesis, Providence Campus, Johnson & Wales University, Winter 2013, https://scholarsarchive.jwu.edu/student\_scholarship/11.; Carl. L. Alsberg, Combination in the American Bread-Baking Industry, Food Research Institute, Misc. Publication No. 3, January 1926, (Stanford, CA: Stanford University Press, 1926), 1.

- <sup>7</sup> "Lynchburg's Largest Cleanest Best Retail Grocery Store," *The News and Advance* (Lynchburg, VA), July 15, 1906; "T.L. Cobbs Rites Held In Lynchburg," Richmond Times Dispatch, July 17, 1952.
- <sup>8</sup> "Governor Godwin Presents First Prize!" Martinsville Bulletin. April 12, 1967.
- <sup>9</sup> Greenhorne & O'Mara, Inc. Historic Architectural Survey College Hill Lynchburg, Virginia. Virginia Department of Historic Resources, #CP-043. September 15, 1993, 22, 25.
- <sup>10</sup> City of Lynchburg, Deed Book 506:555, December 17, 1975.
- <sup>11</sup> Lynchburg Virginia Directory 1914. Vol. XXXIII. (Lynchburg, VA: Hill Directory Co., Inc.).
- <sup>12</sup> Advertisement, *The News and Advance* (Lynchburg, VA), November 4, 1913.
- <sup>13</sup> Norman B. Lefler, "Sta-Kleen Bakery Plans New Building After Consistent 34-Year Expansions," The News and Advance (Lynchburg, VA), June 1, 1947.
- <sup>14</sup> Lynchburg Virginia Directory 1914.
- <sup>15</sup> Flowers Industries purchased Lynchburg Steam Bakery, Inc. in 1978. Dave Schleck, "Baking bread by the ton a way of life for Flowers," The News and Advance (Lynchburg, VA), October 22, 1995.
- <sup>16</sup> City of Lynchburg, Deed Book.
- <sup>17</sup> "Sta-Kleen Bakery," *The News and Advance* (Lynchburg, VA), June 20, 1914.
- <sup>18</sup> "Bakery in Lynchburg Is Damaged by Fire," Richmond Times Dispatch, November 1, 1929.
- <sup>19</sup> "A Gracious Memory," *The News and Advance* (Lynchburg, VA), May 29, 1915.
- <sup>20</sup> Lefler, "Sta-Kleen Bakery."
- <sup>21</sup> Benson, "The Rise and Fall of Bread," 16, 18.
- <sup>22</sup> "Virginia Briefs," *The Portsmouth Star*. November 17, 1944.
- <sup>23</sup> "Governor Godwin Presents."
- <sup>24</sup> Lefler, "Sta-Kleen Bakery."
- <sup>25</sup> "Governor Godwin Presents."
- <sup>26</sup> Lefler, "Sta-Kleen Bakery."
- <sup>27</sup> Lefler, "Sta-Kleen Bakery."
- <sup>28</sup> "Better Bread Benefits Everyone," *Richmond Times Dispatch*. April 15, 1927; The Reymond Baking Company Records, Max R. Traurig Library and Archive, Mattatuck Museum, M-076. Accessed 5 July 2023, https://archives.library.wcsu.edu/caoSearch/catalog/ctwmhi 2021-M076.
- <sup>29</sup> "Governor Godwin Presents."
- <sup>30</sup> "Flowers Acquiring 2 Bakeries," *The Atlanta Constitution*, September 30, 1974.
- <sup>31</sup> Greenhorne & O'Mara, Inc., *Historic Architectural Survey*, 92, 103, 107.
- <sup>32</sup> "Growing Bakery," Covington Virginian. October 8, 1934.
- <sup>33</sup> "Sta-Kleen Bakery Wins High Quality Award," *The News and Advance* (Lynchburg, VA), June 30, 1935.
- <sup>34</sup> Ivan B. Nordhem, "Quality Bakers of America." *Baking Technology*. Vol. II, No. 3, March 15, 1923, 70.
- 35 "Governor Godwin Presents."
- <sup>36</sup> Advertisement, *The News and Advance* (Lynchburg, VA), September 11, 1949.
- <sup>37</sup> "Revolutionary Bread Process Installed By Sunbeam Bakery," Buena Vista News. May 21, 1959.
- <sup>38</sup> "Bread Production Automation Is Hailed," Covington Virginian, May 18, 1959.
- <sup>39</sup> "Revolutionary Bread Process."
- 40 "Governor Godwin Presents."
- <sup>41</sup> "Sta-Kleen Bakery, Inc.," Amherst New Era-Progress. November 1, 1962.
- <sup>42</sup> Lefler, "Sta-Kleen Bakery."
- <sup>43</sup> Lefler, "Sta-Kleen Bakery."

<sup>&</sup>lt;sup>6</sup> Benson, "The Rise and Fall," 11-12.

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- "Sta-Kleen Bakery Wins High Quality Award," *The News and Advance* (Lynchburg, VA), June 30, 1935.
- "T.L. Cobbs Rites Held In Lynchburg." Richmond Times Dispatch. July 17, 1952.
- "Virginia Briefs," The Portsmouth Star. November 17, 1944.

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Previous documentation on file (N	(PS):		
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previously determined eligible			
designated a National Historic			
recorded by Historic American	n Buildings Survey #		
recorded by Historic American	n Engineering Record#		
recorded by Historic American	n Landscape Survey #		
Primary location of additional dat	ta:		
X State Historic Preservation Offi	ice		
Other State agency			
Federal agency			
Local government			
University			
Other			
Name of repository: <u>Virgini</u>	a Department of Historic Resou	rces, Richmond	
Historic Resources Survey Number	er (if assigned): VDHR ID 118	8-5734	
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10. Geographical Data			
Acreage of Property 0.863			
Use either the UTM system or latitude	de/longitude coordinates		
Latitude/Longitude Coordinates			
Datum if other than WGS84:			
(enter coordinates to 6 decimal place	es)		
1. Latitude: 37.410910	Longitude: -79.153150		
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2. Latitude:	Longitude:		
3. Latitude:	Longitude:		

Lynchburg Sta-Kleen Bakery Name of Property		City of Lynchburg, VA County and State		
name of Property		County and State		
Or UTM References Datum (indicated on U	SGS map):			
NAD 1927 or	NAD 1983			
1. Zone:	Easting:	Northing:		
2. Zone:	Easting:	Northing:		
3. Zone:	Easting:	Northing:		
4. Zone:	Easting:	Northing:		
Sta-Kleen Bakery is located at the northwestern end of a block bound by 7th Street, Taylor Street, 8th Street, Wise Street, and Park Avenue in the College Hill neighborhood of Lynchburg, Virginia. It is identified by the City of Lynchburg as parcel 01027002.  Boundary Justification (Explain why the boundaries were selected.)  The boundary encompasses the entirety of the property historically associated with the Sta-Kleen Bakery.				
11. Form Prepared B	v			
-				
	name/title: <u>Dara A. Friedberg, Robert J. Taylor, Jr., and Anna White</u> organization: <u>Dutton + Associates, LLC</u>			
street & number: 1115 Crowder Drive				
	city or town: Midlothian state: VA zip code: 23113			
	ton+associates.com			
telephone:(804) 897 date: _April 2024	7-1960 <u> </u>	<del></del>		
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#### Additional Documentation

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

## **Photographs**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: Sta-Kleen Bakery

City or Vicinity: City of Lynchburg

County: State: Virginia

Photographer: Robert J. Taylor, Jr.

Date Photographed: June 26, 2023

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 37 – Oblique view of front and north side, facing southeast.

2 of 37 – Oblique view of front and south side, facing northeast.

3 of 37 – Current primary entry and garage bays along Wise Street, facing northeast.

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- 4 of 37 Original front façade along Park Avenue, facing east.
- 5 of 37 Oblique view of rear from 7<sup>th</sup> Street, facing south.
- 6 of 37 Rear elevation from Taylor Street, facing west.
- 7 of 37 Oblique view of south side from Wise Street, facing north.
- 8 of 37 Detail of elevator penthouse and roof addition on original block, facing southeast.
- 9 of 37 Detail of basement entry to original block from 7<sup>th</sup> Street, facing south.
- 10 of 37 Detail of windows on original block, facing south.
- 11 of 37 Detail of windows on rear garage block, facing west.
- 12 of 37 Detail of infilled window on side of original block exterior, facing south.
- 13 of 37 View of first floor interior of original block, facing north.
- 14 of 37 View of second floor bathroom and breakroom in original block, facing east.
- 15 of 37 View of interior of 1920s addition, facing northeast.
- 16 of 37 View of interior of 1920s addition from second floor catwalk, facing south.
- 17 of 37 View of second floor office space in 1920s addition, facing west.
- 18 of 37 View of first floor interior of 1940s central addition, facing west.
- 19 of 37 View of second floor interior of 1940s central addition, facing west.
- 20 of 37 View of lower (B1) level interior of 1940s side addition into original block basement, facing southwest.
- 21 of 37 View of first floor interior of 1951 central addition, facing north.
- 22 of 37 View of first floor interior of 1951 central addition, facing southwest.
- 23 of 37 View of interior of 1940s garage addition into 1951 extension, facing northeast.
- 24 of 37 View of lower (B1) level interior of 1951 east side addition, facing south.

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- 25 of 37 View of interior of lower (B2) level of 1951 rear garage addition, facing south.
- 26 of 37 Detail of brick-infilled window with sash remaining, facing north.
- 27 of 37 Detail of flooring showing wood, concrete, and tiled areas, facing northwest.
- 28 of 37 Detail of stairwell and railing in original block, facing north.
- 29 of 37 Detail of skylight in 1940s garage addition, facing northeast.
- 30 of 37 Detail of scissor-bracing in roof of 1920 addition, facing northeast.
- 31 of 37 Detail of ceramic tiled walls in 1951 central addition, facing northwest.
- 32 of 37 Detail of insulated refrigeration room in 1951 central addition, facing north.
- 33 of 37 Detail of freight elevator in original block, facing north.
- 34 of 37 Detail of second floor windows remaining within interior of 1940s side addition, facing northwest.
- 35 of 37 Detail of structural clay tile wall within second floor interior of 1951 central addition, facing north.
- 36 of 37 Detail of enclosed door and window openings in interior of 1951 side garage addition, facing northwest.
- 37 of 37 Detail of insulated fire door within interior of 1951 addition, facing northwest.

Paperwork Reduction Act Statement: This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

**Estimated Burden Statement**: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 - 60-100 hours

Tier 2 - 120 hours

Tier 3 – 230 hours

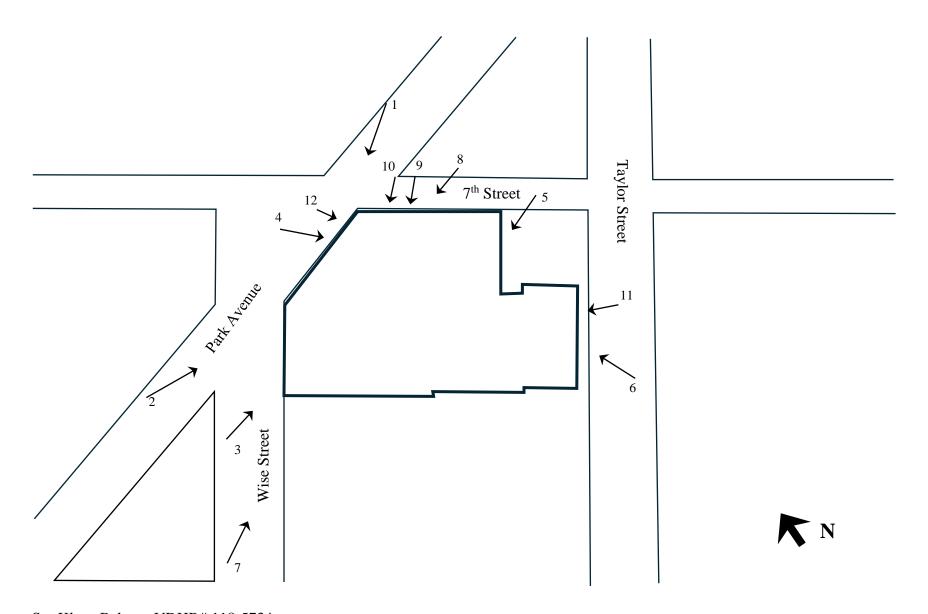
Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

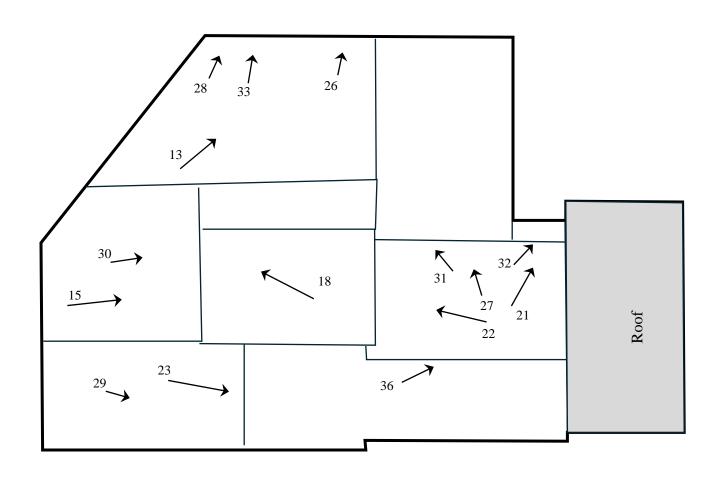


118-5734, Lynchburg Sta-Kleen Bakery, 1218 Park Avenue, Lynchburg Location Map, Lynchburg Parcel Mapper (<a href="https://mapviewer.lynchburgva.gov/ParcelViewer/">https://mapviewer.lynchburgva.gov/ParcelViewer/</a>) 1 March 2024

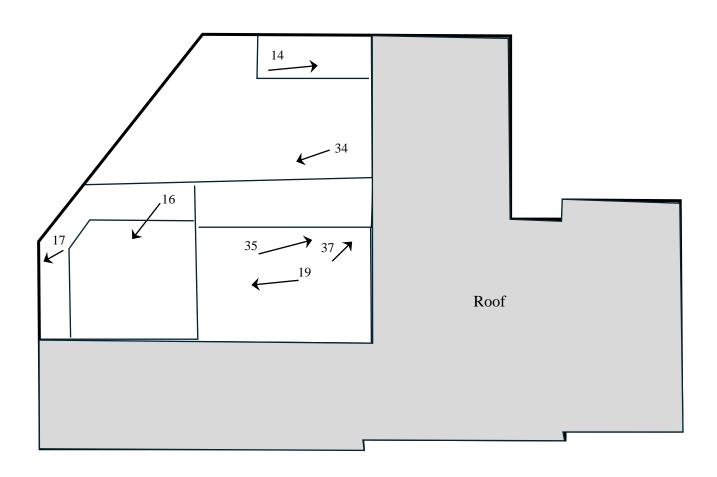
Latitude: 37°24'39.35"N Longitude: 79° 9'11.42"W



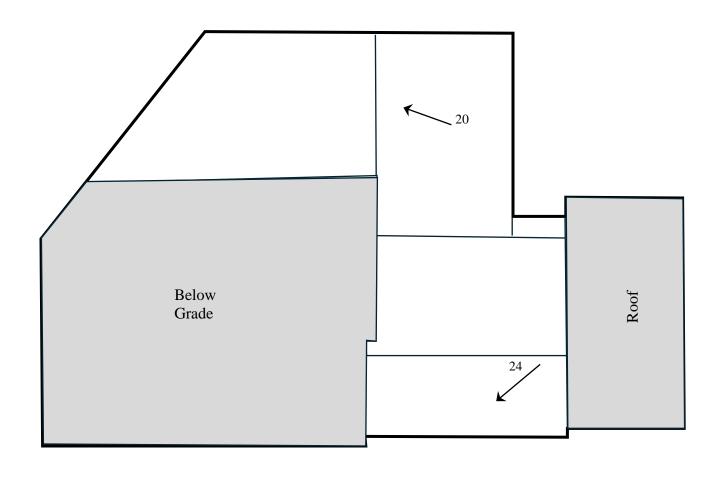
Sta-Kleen Bakery, VDHR# 118-5734 Photo Key – Exterior



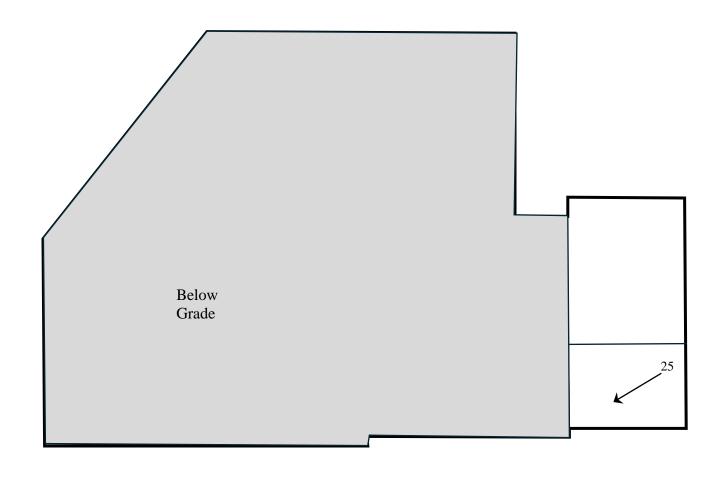
Sta-Kleen Bakery, VDHR# 118-5734 Photo Key – Interior First Floor/Park Avenue Grade



Sta-Kleen Bakery, VDHR# 118-5734 Photo Key – Interior Second Floor



Sta-Kleen Bakery, VDHR# 118-5734 Photo Key – Interior B1 Lower Level/7<sup>th</sup> Street Grade



Sta-Kleen Bakery, VDHR# 118-5734 Photo Key – Interior B2 Lower Level/Taylor Street Grade